The Western Sun



The Newsletter of the Western Library System-July-August 2016

Focusing on Communication

Once again, thanks to Central Plains Library System for sharing their newsletter with us. The executive committee of the Western System Board is still working with Rod Wagner and Richard Miller in interviewing applicants for the System Director's job, so the production of the newsletter is a huge help to us.

I hope you have put the WLS annual meeting on your calendars. It will be July 21 from 9:30 to 1:00 at the Alliance Public Library. Jeri sent out a flyer with all the information on it in May before school dismissed for the summer. We think we have an informative program lined up for you, plus door prizes and conversation with colleagues.

Be on the lookout for a mailing from the WLS office about mini grants that will be given out to WLS libraries. These grants can be used for anything that you feel would improve your library services. The letters will go out after the first of the school year, and will be reviewed by the board.

One of the things the board is emphasizing as we visit with applicants for Director, is the importance of communication and cooperation among our libraries. We are hoping to revive the Job Alikes, and bring out workshops that would be held in three or four locations around the System to cut down the distances for travel. I have been visiting with Richard Miller about implementing some workshops this fall. Richard spent a week earlier this summer contacting all the libraries that are due to be accredited this year, and contacting as many of the libraries that are new to the System as he could. He plans to make another trip to contact those libraries that are due for accreditation in 2017. Speaking from experience, don't assume that this is just a matter of freshening up your previous application. The entire process has changed! Sometimes "experience" can work against you because you assume you know what to do (again speaking from my own experience!) I really had to scramble to get our information gathered and turned in. Thank goodness the Nebraska Library Commission gave some of us a six-month extension with provisional accreditation.

To close, this experience tells me how important it is to actually get together with other libraries to talk about what is new, what works, and what doesn't. We on the System Board are working to improve communication, and are actively seeking a Director who will honor that commitment.

See you in Alliance!

Maryruth Reed President Western Library System Board

NEST 529, College Savings Plan Scholarships!

We are excited the NEST 529 contest continues for this year's summer reading program. It is the opportunity for children and teens, ages 3-18, to have their names entered into a drawing for a \$529 scholarship. Fifteen names will be drawn, five each from our three Congressional

Districts. In order to be included in the drawing, children and teens need to complete their library's summer reading program, as determined by each individual public library. Additionally, each winner's home library will receive \$250.

Information, Official Rules, and a sample file for name submissions can be found <u>here</u>.

Instructions included on Tab 1 of the sample submission file are:

- Please inform parents or guardians of the library's intention to submit the children's names for the drawing. The parent or guardian has the right to exclude their child from the drawing.
- Print out and post the <u>Official</u>
 <u>Rules</u> for the NEST 529 drawing.

- As stated in the Official Rules "Eligibility: Participation is open only to individual, legal Nebraska residents 3 to 18 years of age as of the date of entry."
- Include a phone number &/or email address to contact each child/teen. (Space for these is included on Tab 2 of the Excel file designed for submission.)
- Libraries must submit contestant information electronically to the Library Commission.
- If you do not have Excel or another spreadsheet program, send us the names electronically in an email.
- In order to receive the scholarship, after the drawing the parents of the winners must agree to establish a 529 College savings account.
- Email the completed file to <u>Sally Snyder</u> by the **Deadline** of 11:59:59 p.m., CT, on August 25, 2016.
- Visit this Library Commission web page for links to the complete rules and a poster to display in your library.



Be Extraordinary!

I always enjoy the **Public Library Association Conference** and the most recent one was no exception. The Conference was held in Denver, Colorado, on April 5 – 9. The theme: **Be Extraordinary!** The format was a bit different this year. We had an opening keynote and then a speaker each morning followed by breakout sessions and a final keynote.

Opening Keynote: Anderson Cooper

Anderson Cooper, anchor of his own CNN program, led off the conference with a conversation with PLA's Brendan Dowling about his book *The Rainbow Comes and Goes: A Mother and Son Talk About Life, Love and Loss.* Cooper's mother is Gloria Vanderbilt. Quoting Cooper: She has been famous longer than anyone else living." Vanderbilt was the subject of a custody suit when she was 10 years old that was covered nationwide. She has had affairs with a number of famous people, has created fashion lines and is now enjoying being an artist.

The book came about because Anderson's father died when he was 10 years old and he kept hoping that his father had written him a letter before he died. Cooper didn't want unanswered questions with his mother so he instituted email correspondence with her. Each asked questions of the other and because it wasn't face-to-face it didn't become awkward.

What did Cooper discover about his mother? She is still an optimist and chooses to remain vulnerable. She truly believes that there is a man waiting for her out there on a yacht somewhere. She is also very comfortable with chaos. Cooper, on the other hand, desires order and stability and calls himself a catastrophist.

Want more? The book is now available.

Look for more news from the **PLA Conference** in this newsletter.





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Hospitality, the Essential Ingredient

PLA

This session was a low-key dialog between a library manager and a restaurant manager. Customer service is the platform for hospitality. Hospitality is the emotion that people feel. Customers should be greeted warmly and made to feel comfortable and at ease. They should want to stay and should be happy when they leave.

Things to think about:

- What makes you happy? Similar things may make your customers happy.
- Are you empathetic with your customers?
- Try to walk in the customer's shoes.
- Have a lack of ego when approaching others.
- We only have control of our time with customers.
- Make sure there is enough space for the customer to feel comfortable.

~Sharon Osenga

Thursday BIG IDEAS speaker: Verna Myers PLA

Myers is an author, cultural innovator and attorney whose mission is to destruct the status quo.

She spoke about how necessary inclusion is and that the benefits of inclusion are:

- → Improved service and satisfaction
- **♦** More diverse perspectives
- ★ Greater innovation and creativity
- **♦** Enhanced problem solving
- **→** Increased morale, performance and contribution by employees

Her challenges:

- ✦ You have biases.
- **→** Stay on top of your biases.
- **→** Be on a mission to weaken your biases.
- **→** Watch out for small slights and inequities towards others.
- → Practice micro-affirmations: speak, smile, pay compliments.
- → Intent: what is the impact on those I am trying to help?
- **→** Seek experience and develop empathy: walk in their shoes.
- **→** If you say the wrong thing, apologize.
- → Don't try to explain your intent when you apologize.
- **★** Expand your comfort zone.
- **→** This is about connection, not perfection.



"We have gone as far as we can pretending we don't see differences. If you don't notice differences, you are in no position to make a difference for those experiencing bias."

Joint Youth Services Retreat

featuring



Libraries Serving Youth: Growing the Brain!

Sheryl Feinstein, Dean of Education, UNK



Behind the Scenes with Bruce Arant

Bruce Arant, Author and Illustrator

22nd Annual Youth Services Retreat August 25-26

Carol Joy Holling Camp and Retreat Center, Ashland For full program and registration: http://bit.ly/2016Ashland

If you can't make the Ashland retreat, you can still hear the above speakers at the two events below!

Youth Services Day

August 19, Wilson Public Library, Cozad

Registration: http://goo.gl/forms/XFAJK5UpJ0H91ZIB2

Fall Library Workshop
September 21, Lifelong Learning Center, Norfolk
Registration: http://bit.ly/FLW2016

Golden Sower Winners!

Primary -

Winner: The Day the Crayons Quit by Drew Daywalt,

illus. by Oliver Jeffers

Honor: That Is Not a Good Idea by Mo Willems

My Crocodile Does Not Bite by Joe Kulka



Winner: Escape from Mr. Lemoncello's Library by Chris Grabenstein

Honor: Rump: The True Story of Rumpelstiltskin by Liesl Shurtliff

Darling, Mercy Dog of World War I by Alison Hart, illus. by Michael G. Montgomery

Young Adult -

Winner: Stung by Bethany Wiggins

Honor: The Testing by Joelle Charbonneau

The Girl Who Was Supposed to Die by April Henry

Thank you to all of the 69,432 students who read the Golden Sower Award nominees this year and voted for their favorite book.

Attending the NLA conferences provided me with some excellent educational and networking opportunities with my library community and peers from across the state of Nebraska. I particularly enjoyed the session *From Dream to Reality - Getting a Construction Project Off the Ground, Running, and Serving the Public* on getting a new library built as my library is 50-years old and in need of replacement. I have followed some of the speakers suggestions for getting the ground work laid and start building community support. As a new library director, I also thought the *New Directors' Resource* session was of value. My library also later joined the Central Nebraska Digital Co-Op based on their session.

I will be at the WLS Annual Meeting as a presenter.

Andrew "Sherm" Sherman

Western Library System Annual Meeting – 2016

When: Thursday, July 21, 2016 - SAVE THIS DATE!

Where: Alliance Public Library
1750 Sweetwater Avenue
Alliance, NE 69301

Registration: 9:30 - 10:00 am

Program: Planning a MakerSpace

Presenters: Carole Matthews, Andrew Sherman, and Craig Lefteroff

Cost: \$15.00 (registration includes lunch)

Please make check payable to the Western Library System

Please register by July 6, 2016 with the WLS Office

WLS Board Meeting after Lunch						
Name(s):						
Library/School: _						
Phone:	Email:					
Register: Phone:	308-632-1350, Fax: 308-632-3978, Toll free 888-879-5303					
Email: Jeri at w	sasst@gmail.com					

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Leading Through Times of Change

WLS

Join us at Seward Public Library at 233 South 5th Street, Seward, NE

September 23rd 2016

COST: \$10 PER PERSON

Register at:

http://bit.ly/ LeadThroughChange

QUESTIONS?

Contact Chelsea at:

Email: trls.assistant@gmail.com

> Or call at 402.330.7884

Schedule					
9:30am—10:00am	Registration & Refreshments				
10:00ат—12:00рт	Management vs Leadership by Joyce Neujahr from University of Nebraska, Omaha				
12:00рт—1:00рт	Catered Lunch				
1:00рт—3:30рт	Strategies to Successfully Implement Change by Tina Walker from Keene Memorial Library				

Session Descriptions

Management vs Leadership by Joyce Neujahr, Director of Patron Services: What is the difference between being a manager and a leader? We will focus on job duties, work styles, and common mistakes for both managers and leaders.

Strategies to Successfully Implement Change by Tina Walker, Director, Keene Memorial Library. Have you ever tried to implement change in your organization and have it fail miserably? Was it the implementation strategy, the staff, or just a really bad idea? This presentation will show you how you can successfully implement change through a thoroughly developed implementation plan, with tips on how to attain compliance. We will discuss promoting collaboration, change management, common mistakes, and converting people of opposition. We will also spend time dealing with personality tests and learning to work with people that don't think like you do. There will be time for scenario training and Q & A.

Friday BIG IDEA speaker: Sherry Turkle

PLA



Of all the sessions I attended, this one resonated the most for me. Turkle is a clinical psychologist and professor at MIT. Her

new book *Alone Together* and her current research focuses on how technology is intruding on our lives but at the same time is distancing us from others. For example: when you are having a meal with another person and a cell phone is upright on the table, that phone is the third person. As a result, conversation is kept to a superficial level.

In her classes, Turkle requires her students to meet with her personally during term. They want to text instead. Again, this is a way to avoid certain kinds of conversations, including:

- Those that are open-ended and spontaneous
- ♦ The kind that allow you to play with ideas
- The kind that allow you to be fully present and vulnerable

People are afraid to have a lull in thinking these days, filling the lull with games and texting. However, these lull times are when our brain is working most. I find one of the statistics that Turkle threw out quite alarming: in the past five years, empathy among people has dropped a whopping 40%. I dread to think of our society if this trend continues. The solution: face-to-face conversation without technology at hand. It is the most human and humanizing thing we do.

~Sharon Osenga

Luncheon speaker: Arianna Huffington

PLA

Known for The Huffington Post, Huffington is an author and entrepreneur. Several years ago she collapsed and was diagnosed with extreme exhaustion. As a result, she began a study on rest and the need for adequate sleep. This is the topic of her new book: The Sleep Revolution: Transforming Your Life, One *Night at a Time.* There is agreement among professionals that most people need between seven and nine hours of sleep per night. You cannot be trained to get by on less. Most people think that they are more productive when they work more hours and sleep less. Research shows that this is incorrect. People become irritable and short-tempered when they lack adequate sleep. Huffington suggests taking it one night at a time. Disconnect. This means moving your cell phone to another room at night. Get rid of all lights (including those on TV's, etc.) in your room. Don't have work in your room. Have only traditional bound books at your bedside. Go to bed at the same time each night. Sleep is the foundation for a solid, productive life.



Creative Merchandising Strategies for Libraries

PLA

Libraries evoke emotions in people: our job it to create an emotional space for them so they fall in love with the library. Everything we do should create a positive library experience.

Think about where you put things and create a break in their pathway through the library. Think about where milk is in grocery stores. It's always in the back and requires you to walk through other areas where you are tempted to buy more. Use this model in your library.

Merchandising basics:

- Balance displays.
 - Symmetrical: same number of elements on both halves of the display.
 - Asymmetrical: use a different number of items on each half to achieve balance.
- Color represents different emotions to use. Be sure to use it wisely and don't overpower.
- The rule of 3: too much is too much. Step back when you are done with a display and consider removing at least 1 item.
- Odd numbers of items are better: 3, 5, 7, etc.
- Think of scale.
- Use themes.
- Front out, face up in displays. Use the bookstore model.
- If no one takes anything from the display within a few days, dismantle it and do a new one.
- Make sure your customers know that they can take items from the display.
- All staff should be responsible for refilling the holes in the display.
- Only use printed signs on displays no handwritten signs.

After this presentation, each table was given 20 copies of one book title and some items to be used in displays: book holders, page clips, sign holders, etc. We were given 15 minutes to create a display. (We did have to break the rule about handwritten signage!) The results were amazing. It really does not take that much time to create an attractive display and the result is almost always going to be increased circulation.

~Sharon Osenga

New Fire Hall to be Constructed for Crawford

Crawford, Nebraska, June 14, 2016-USDA Rural Development announces the funding of more than \$1.6 million to the Crawford Rural Fire Protection District for the construction of a new fire hall.

"We really appreciate the support of the USDA in approving our loan application for the construction of a much needed new fire hall. We will now be able to move forward on this project that will enable us to better protect our equipment, our volunteer firemen, and more efficiently serve our community. Thank you!" said Ron Dyer, Crawford Rural Fire Protection District

"USDA funds will construct a new fire hall for Crawford and the surrounding area." said USDA Rural

Development Community Programs Specialist, Natalie Furrow. "The current fire hall is structurally diminished and they need to have a space that is large enough, safe, and energy efficient to help with operating costs."

The USDA loan is for 40 years at 2.875 percent rate of interest.

The project was funded through the USDA Rural Development Community Facility Direct Loan program. Visit: http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program/ne.

· For more information, contact Natalie Furrow at 308-534-2360 ext. 129 or Natalie,furrow@ne.usda.gov

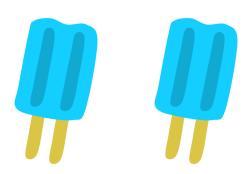


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ARSL 2016 Fargo, ND October 27-29, 2016

Join us as we go a little "North of Normal" this year.





Library Sparks magazine has ceased publication. They are offering some of the print resources online—all free of charge. Go to http://ideas.demco.com to find favorite features such as their monthly activity calendar, activity guides, lesson ideas, along with blog posts and professional development webinars. Click on "Blog" and then scroll down to find the content you want.

I'm Not Done Crying Yet...

Moviegoers are swooning over the film adaptation of Jo Jo Moyes' bestselling novel *Me Before You,* in which a paralyzed London playboy and his caregiver fall in love and then things get, um, really, really sad. So sad, you want to crawl under the covers and feed your sadness until you collapse into a pile of tissues and Dove bar wrappers. When you're done sobbing, here are ten more heartbreaking tales to keep you crying until your eyes are too red to read.

All the Bright Places,

by Jennifer Niven

A YA crossover that will appeal to fans of *The Fault in Our Stars*

Every Last One, by Anna Quindlen

An unexpected act of violence shatters a woman's idea of her perfect family.

Firefly Lane, by Kristin Hannah

With one devastating revelation, a 30-year friendship begins to unravel.

Goodbye for Now, by Laurie Frankle

A couple develops a service that allows people to send a final online farewell to lost loved ones.

One Day, by David Nicholls

Dexter and Emmy are meant to be together. It's just a matter of time—until time runs out.

The Notebook, by Nicholas Sparks

Star-crossed lovers. Kissing in the rain. War. Reunion. Surprise. Weeping.

Things I Want My Daughters to Know,

by Elizabeth Noble

A dying mother writes letters to the four girls she will never see grow up.

The Time Traveler's Wife,

by Audrey Niffenegger

Librarian Henry DeTamble's travels through time always lead him back to his one true love.

The Turning Point, by Freya North

Writer Frankie Shaw finds a new relationship more surprising than anything she could have imagined.

Walking on Trampolines,

by Frances Whiting

Lulu and Annabelle struggle to overcome the betrayal that destroyed their friendship.

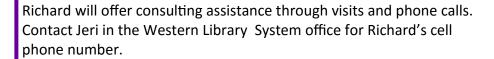
http://www.booklistreader.com/2016/06/13/book-lists/im-not-done-crying-yet-ten-heartbreaking-tales-to-try-after-me-before-you/

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Richard Miller Available for Consultations



- July 11 and 12 Alliance
- July 13 and 14 Ogallala
- July 15 through 17 Scottsbluff
- July 18 Sidney
- July 19 Ogallala





Beyond Bad Covers, Poor Copyediting and Questionable Content: How to Deal with the Self-Publishing Onslaught

PLA



This panel of self-published authors and librarians tackled the self-publishing phenomenon. There are more than 400,000 of these titles released each year. How do you find the best? Are you overlooking authors?

- ♦ BlueInk Review is a great place to start. They deliver professional, unbiased reviews of self-published books written by critics drawn largely from major mainstream publications and by editors from prominent publishing houses.
- ♦ For many self-published authors, they love not being restricted by what mainstream publishing houses are looking for so if you have customers looking for something a bit different, this is the place to find them.
- ♦ To avoid problems, librarians suggest that self-published authors submit through Smashwords, the largest indie book publisher.
- No matters how many times an author reads the book for errors, there are usually some to be found. One author has a button on his website for people to tell him about errors.

Question from the audience: How do you handle it when a person insists that your library carry their book? Answer: If they won't be reasonable, sometimes you have to be cruel and tell them that their book is bad.

Top 5 of the Top 5: Nonfiction

PLA

I often take a break from fiction to read a bit of nonfiction. This panel session focused on the current top five genres of non-fiction. In each of the five categories, the presenter gave us:

5 classic authors

5 trends

5 must know titles

5 new books

5 personal favorites

The five genres and the five corresponding trends for each are:

Microhistory:

Food

Eras. Events and Places

Objects

Concepts

Health

History:

The Great War (WWI)

Plantagenet's In, Tudors Out

Snapshots in Time

Great, Notorious and Notable Women

The Crime of the Century

Pop Culture:

Hell in a Handbasket

We are Women, Hear us Rarrhh

Reading Maps

Podcasts in Book Form

Deadliest White Guy in the World (Shakespeare's Gave Turns 400)

Sports:

2016-An Olympic Year Issues, Issues, Issues

Women in Sports Friday Night Lights

Participatory Sports Stories; Writers Play the Game

Essays:

The Mighty Mom Blogger: Am I Prouder of my Toddler or My Twitter Following? Excavating Personal Truths: Family Frailty, Personal Crusades and all the Ugly Bits

Voyeurism: Observations on Art and Creativity

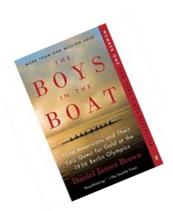
Armchair Lab Techs

The New, New, NEW Journalism

In each of the above trends, there are five recommended titles (that means there are 100+ titles to consider).

For the complete handout of the titles that were booktalked, go to this link.

DAYS





Privacy in Your Library PLA

From the ALA Office of Intellectual Freedom:

"In a library (physical or virtual), the right to privacy is the right to open inquiry without having the subject of one's interest examined or scrutinized by others." Privacy: An Interpretation of the Library Bill of Rights

"Confidentiality exists when a library is in possession of personally identifiable information about users and keeps that information private on their behalf." Privacy: An Interpretation of the Library Bill of Rights.

- Privacy is essential to free inquiry in the library because it allows our customers to select, access, and use information without fear of embarrassment, judgment, surveillance, punishment, or ostracism. They must have a reasonable expectation that their library use will be kept confidential.
- The American Library Association also has policies covering Confidentiality of Personally Identifiable Information about Library Users and Confidentiality of Library Records.
- Everyone working in the library needs to be aware of policies and make sure that a patron's right to privacy is protected.
- Forty eight states have laws protecting library users' records without a valid court order
- Have well-defined privacy policy statements and supplemental policies & procedures regarding retention and records management. Avoid creating unnecessary records or retaining records that are not needed. Limit identifiable information. Employ encryption and cybersecurity measures. Make sure your vendors are providing required level of user confidentiality and establish who has control over this information.
- Even though libraries are public places, libraries, and those who work for libraries, should strive to protect users' privacy when they are using library resources, whether print or online.
- Carrels, stacks, and computer stations should be arranged in a manner that discourages or prevents someone reading over a customer's shoulder without the customer being aware of the activity.
- Reference desks should be arranged so that a customer can ask a question in confidence without being overheard.
- ♦ Libraries that use surveillance cameras should have written policies stating that the cameras are not to be used for any other purpose than security.

Mark Your Calendar

July 4	WLS	Office	Closed,	Independ	lence Day

July 8 ----- Meeting of the Nebraska Library Commissioners, Lincoln

July 12----- Strategic Planning Workshop, Alliance Public Library

July 14----- Strategic Planning Workshop, Lied Imperial Public Library

July 18-29 ---- Basic Skills, Collection Management

July 19----- Strategic Planning Workshop, Sidney Public Library

July 21----- WLS Annual Meeting, July 21, Alliance Public Library (see page 7)

August 19----- Youth Services Day, Cozad (see page 5)

August 22-Sept.2....Basic Skills, Library Policy

August 25----- Deadline to enter NEST 529 College Scholarships contest (see page 2)

August 25-26 ----- Youth Service Retreat, Camp Carol Joy Holling, Ashland (see page 5)

September 9 ----- Meeting of the Nebraska Library Commissioners, Lincoln

September 12-23....Basic Skills, Programming and Outreach

September 23----- "Leading During Times of Change" Workshop, Seward Public Library (see page 8)



Western Library System's Strategic Planning Workshops

You are cordially invited to attend one of the three Strategic Planning workshops coming up in July in WLS. The Library Director will want to bring along a Board member or community member (or two) in order to get a good idea of what is involved in writing a useful plan for the library. Richard Miller, Library Development Director at the Nebraska Library Commission will be the instructor (and there will be chocolate!)

Register for the workshop today! (Please make sure to register each person individually who will be attending from your community.)

- Tuesday, July 12, 2016 Alliance Public Library (1750 Sweetwater Ave., Alliance)
- Thursday, July 14, 2016 Lied Imperial Public Library (703 Broadway, Imperial)
 - Tuesday, July 19, 2016 Sidney Public Library (1112 12th Ave., Sidney)

Each workshop will run from 1:00 to 4:00 PM. You should have had lunch before you get to the workshop. To register for one of the workshops, go to the calendar on the Commission's webpage:

http://nlc.nebraska.gov/calendar/

Hope to see you there!

The Western Sun



Western Library System

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Webpage:

http://libraries.ne.gov/wls/

Counties Served:

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Dundy, Hayes and Hitchcock

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